

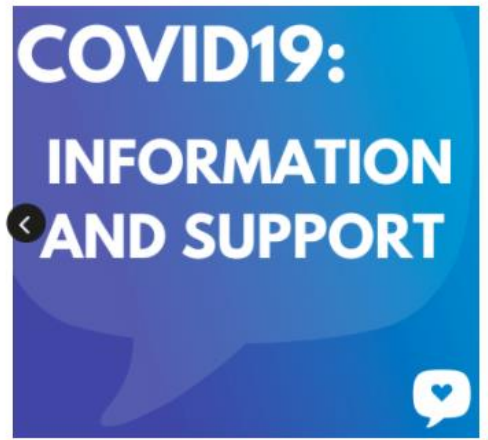


# ANNUAL ANALYTICS



- ★ Conference 2020
- 🗨 Your Association
- 🛠 Support
- 📣 Student Voice
- 👥 Community
- 📺 Media
- 👤 Volunteer
- 🛒 Shop & Discounts

**COVID19:**  
**INFORMATION**  
**AND SUPPORT**



**Visit our OU shop!**

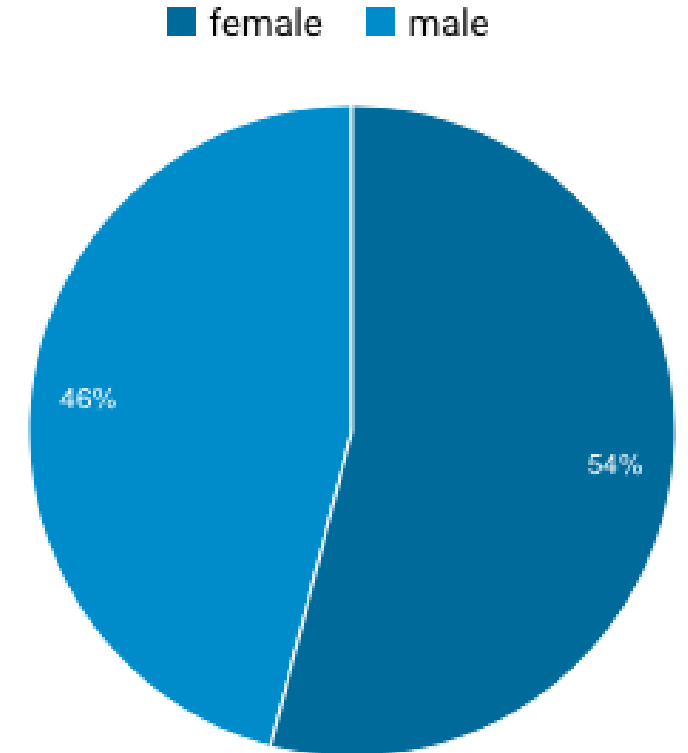
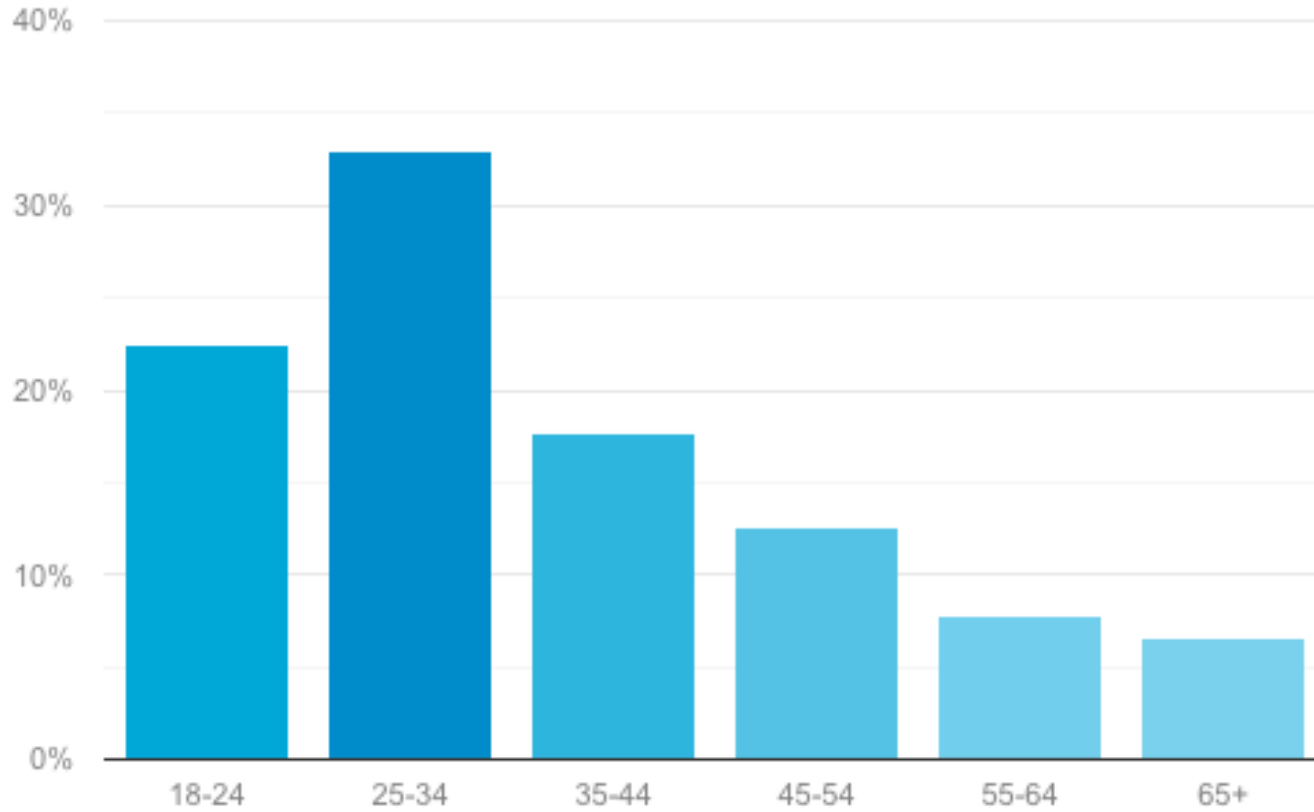
**TOTUM**  
**SAVE ON ESSENTIALS**  
WITH TOTUM

co op Boots prime student



# oustudents.com

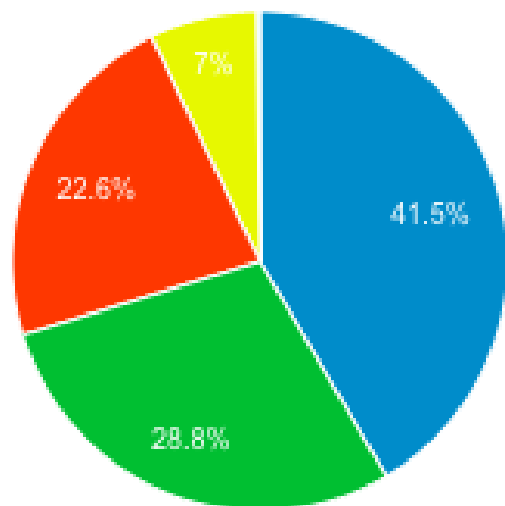
- **Users** - who are our users and audience demographics
- **Traffic** - where are our users coming from and what devices
- **Visits** - New v Returning, session duration and bounce rates
- **Content & activity** - what are our users engaging with, their behaviour and when



<b>2019</b>		<b>42,062</b> % of Total: 100.00% (42,062)
1.	 United Kingdom	<b>34,246</b> (81.17%)
2.	 United States	<b>1,256</b> (2.98%)
3.	 Sri Lanka	<b>986</b> (2.34%)
4.	 India	<b>526</b> (1.25%)
5.	 Ireland	<b>359</b> (0.85%)
6.	 Germany	<b>330</b> (0.78%)
7.	 Spain	<b>219</b> (0.52%)
8.	 South Africa	<b>201</b> (0.48%)
9.	 Australia	<b>188</b> (0.45%)
10.	 Canada	<b>149</b> (0.35%)

<b>2020</b>		<b>89,666</b> % of Total: 100.00% (89,666)
1.	 United Kingdom	<b>71,821</b> (79.64%)
2.	 United States	<b>5,554</b> (6.16%)
3.	 Sri Lanka	<b>1,388</b> (1.54%)
4.	 Ireland	<b>883</b> (0.98%)
5.	 Germany	<b>720</b> (0.80%)
6.	 India	<b>619</b> (0.69%)
7.	 Netherlands	<b>505</b> (0.56%)
8.	 France	<b>439</b> (0.49%)
9.	 Spain	<b>419</b> (0.46%)
10.	 South Africa	<b>400</b> (0.44%)

## Top Channels



1	Organic Search	38,875
2	Direct	26,946
3	Referral	21,134
4	Social	6,535
5	(Other)	155
6	Email	71

## Traffic - 1<sup>st</sup> January - 30<sup>th</sup> June

### Referrals

1.	<a href="https://msds.open.ac.uk">msds.open.ac.uk</a>	<b>10,376</b> (35.08%)
2.	<a href="https://m.facebook.com">m.facebook.com</a>	<b>4,637</b> (15.68%)
3.	<a href="https://www2.open.ac.uk">www2.open.ac.uk</a>	<b>3,239</b> (10.95%)
4.	<a href="https://learn2.open.ac.uk">learn2.open.ac.uk</a>	<b>2,091</b> (7.07%)
5.	<a href="https://open.edu">open.edu</a>	<b>1,919</b> (6.49%)
6.	<a href="https://help.open.ac.uk">help.open.ac.uk</a>	<b>1,194</b> (4.04%)
7.	<a href="https://open.ac.uk">open.ac.uk</a>	<b>1,069</b> (3.61%)
8.	<a href="https://t.co">t.co</a>	<b>1,062</b> (3.59%)
9.	<a href="https://facebook.com">facebook.com</a>	<b>675</b> (2.28%)
10.	<a href="https://learn1.open.ac.uk">learn1.open.ac.uk</a>	<b>433</b> (1.46%)



**Desktop (46,639)**




**Mobile (39,985)**

**Tablet (3,302)**

1. Chrome	39,700 (44.17%)
2. Safari	28,427 (31.63%)
3. Edge	6,040 (6.72%)
4. Firefox	3,823 (4.25%)
5. Samsung Internet	3,653 (4.06%)
6. Internet Explorer	2,989 (3.33%)
7. Android Webview	2,045 (2.28%)
8. Safari (in-app)	1,894 (2.11%)
9. UC Browser	356 (0.40%)
10. Opera	328 (0.36%)

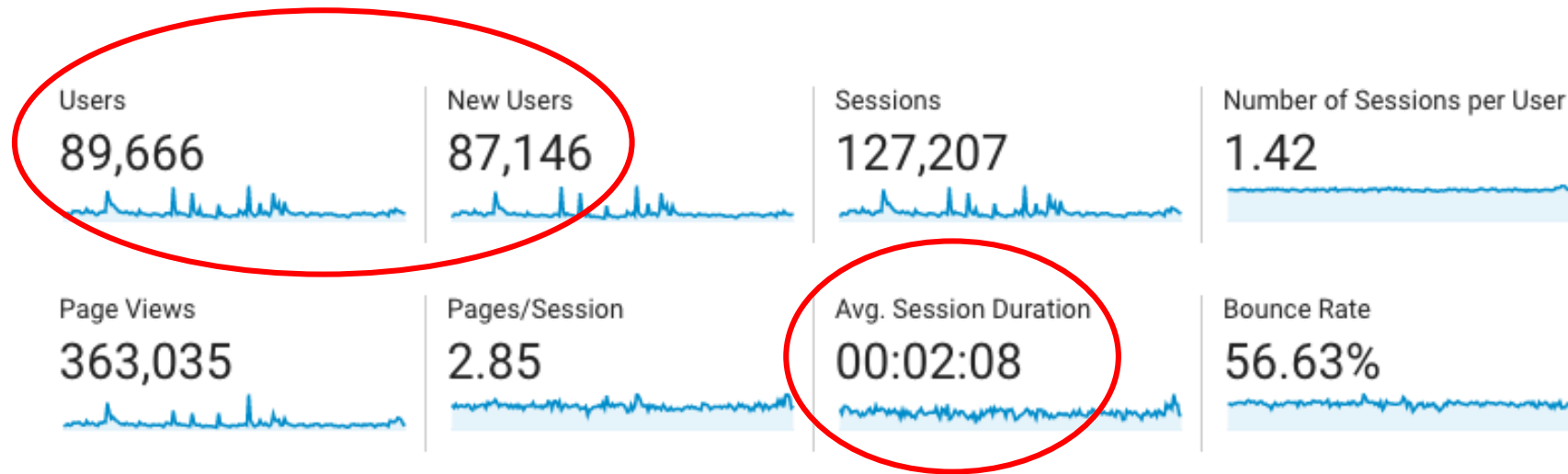
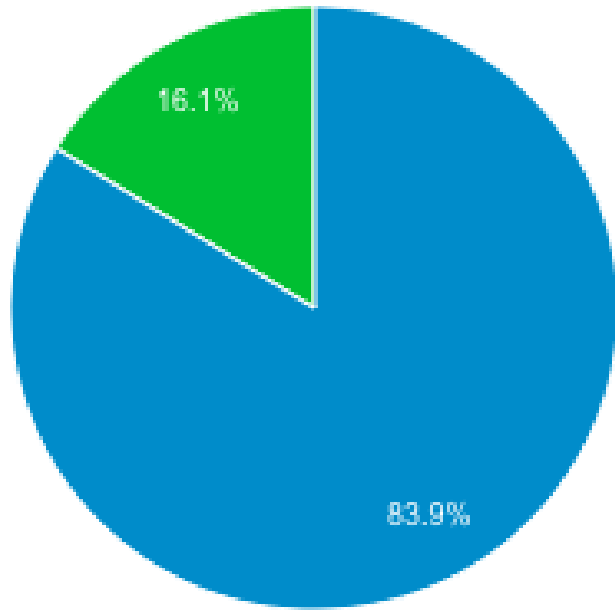
Sessions by device



 Desktop	 Mobile	 Tablet
53.9%	42.2%	4.0%
↓22.6%	↓47.2%	↓59.8%





















Traffic - 1<sup>st</sup> January - 30<sup>th</sup> June

■ New Visitor ■ Returning Visitor

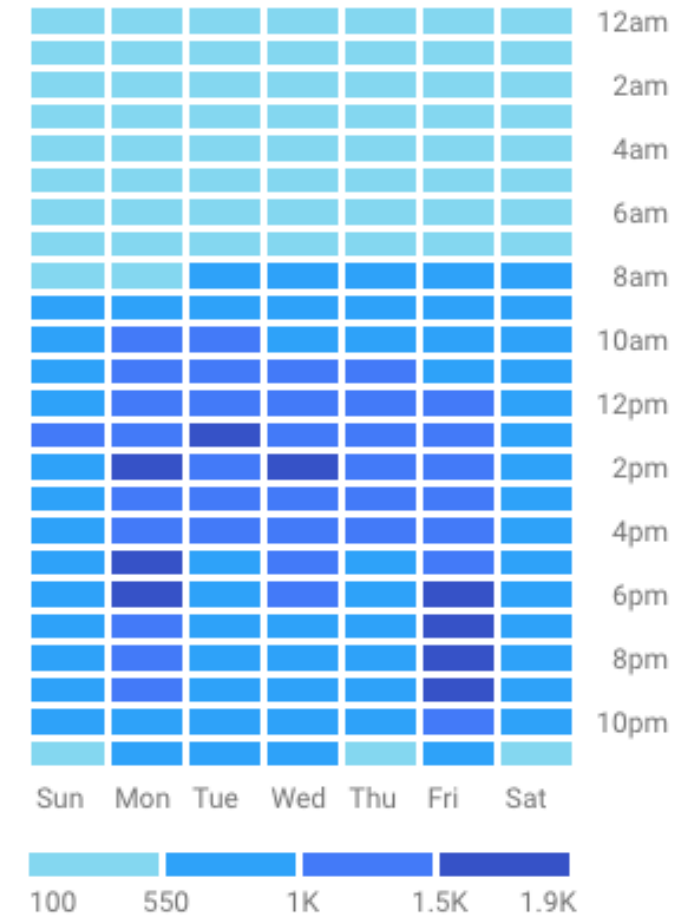


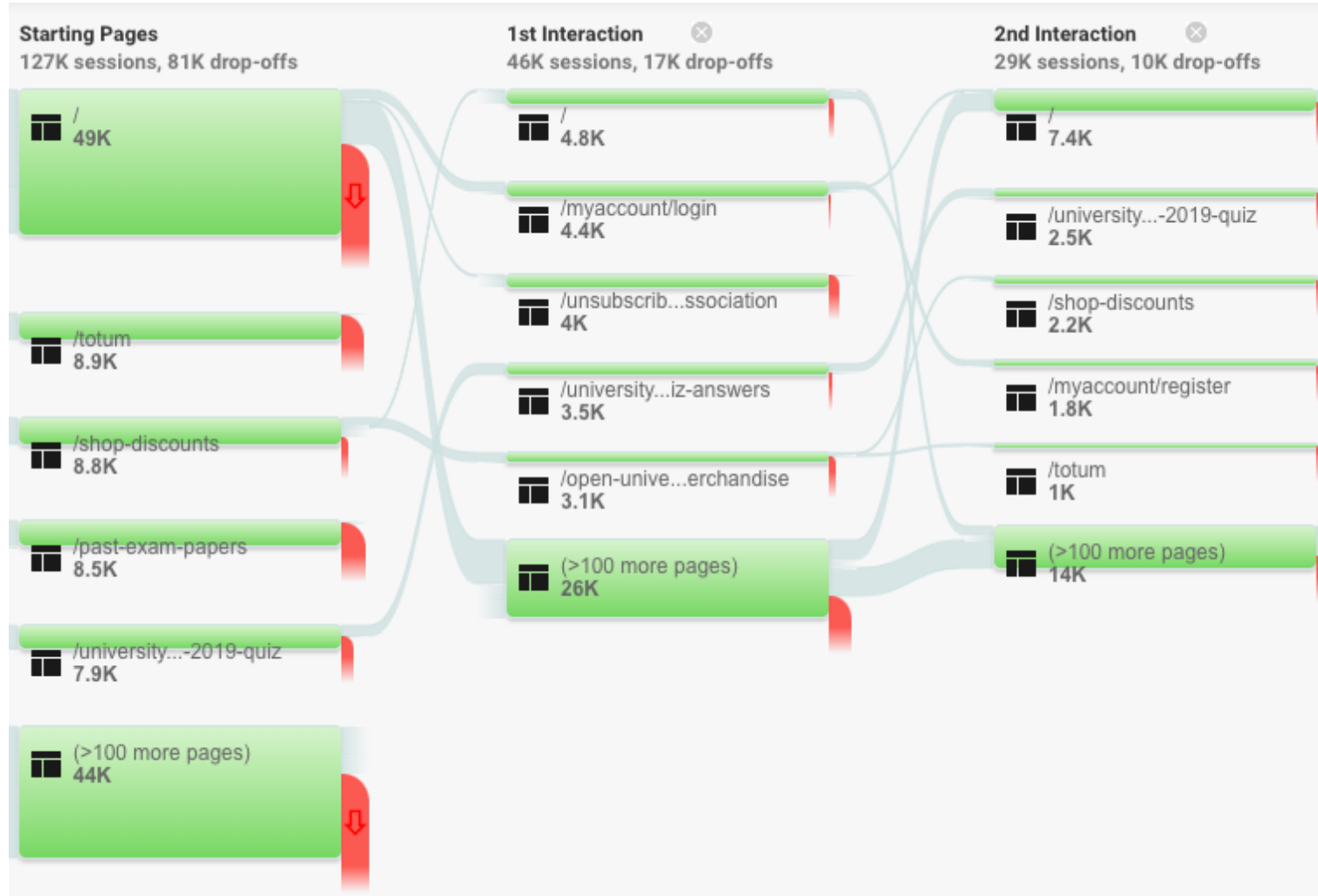


# Most viewed pages

			363,035
			% of Total: 100.00% (363,035)
1.	 /		50,789
2.	 /shop-discounts		17,747
3.	 /totum		16,404
4.	 /myaccount/login		14,142
5.	 /university-challenge-2019-quiz		13,248
6.	 /past-exam-papers		11,967
7.	 /open-university-branded-merchandise		8,643
8.	 /elections		8,246
9.	 /freshers		7,441
10.	 /university-challenge-2019-quiz-answers		6,814

Users by time of day







**NOTHING'S CHANGED**

OU STUDENTS WRITING COMPETITION:  
**1ST PRIZE**

👁️ 335 ⬆️ 0

**Nothing's Changed**

by hootbot 4 weeks ago

📈 ❤️

**LOCKDOWN POEM**

👁️ 131 ⬆️ 0

**A Lockdown Poem**

by Sandra Carter 1 month ago

📈 ❤️

**LET'S GET QUIZZICAL**

👁️ 390 ⬆️ 0

**A quiz from your OU Students Association**

by Sammi Wright 2 months ago

❤️ 😊

# The Hoot



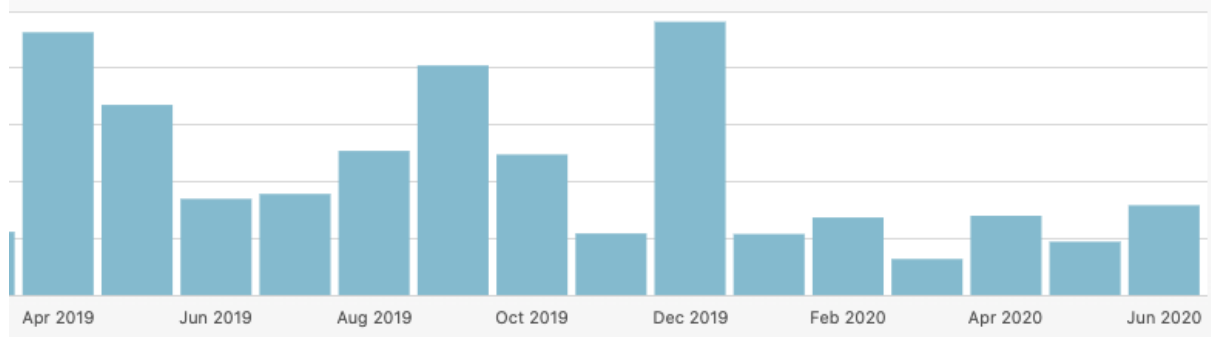
THE **HOO**T

**34,948**  
**views**

## The Hoot - overview since launch

**1,486 best**  
**views**

**136**  
**comments**



## Top 5 Posts

- 1) Do you know what the letters in the module codes mean? (1454)
- 2) 5 reasons to vote in the student elections (588)
- 3) Help us shape Freshers 2019! (543)
- 4) We know what type of module you're studying based on how you design this house (520)
- 5) Secret Santa for OU students (473)

### COMMUNITY STUDYING



## Do you know what the letters in the module codes mean?

Are you a Module Code Meistergeek?



by Cath Brown

Most viewed  
article

A, B, D, W ... what on earth are all those letters about?

Some of them may be easy – but where on earth do they get the others?

## Top 5 Referrers

- 1) Facebook (4,023)
- 2) Website (2,287)
- 3) Twitter (2,029)
- 4) Search engines (1,735)
- 5) OU Life (300)

**OU Students Association**  
@OUstudents

Home  
Posts  
Videos  
Photos  
About  
Events  
Community  
Promote  
Visit Ad Centre

# CONFERENCE

## #OUSTUDENTS20

Liked Following Share ...

Sign Up

Create Live Event Offer Job

Create post

Write a post...

COVID-19 up... Photo/Video Get messages ...

### Our Story

Your Open University (OU) Students Association enables you to influence how your University is run. ...

# Facebook

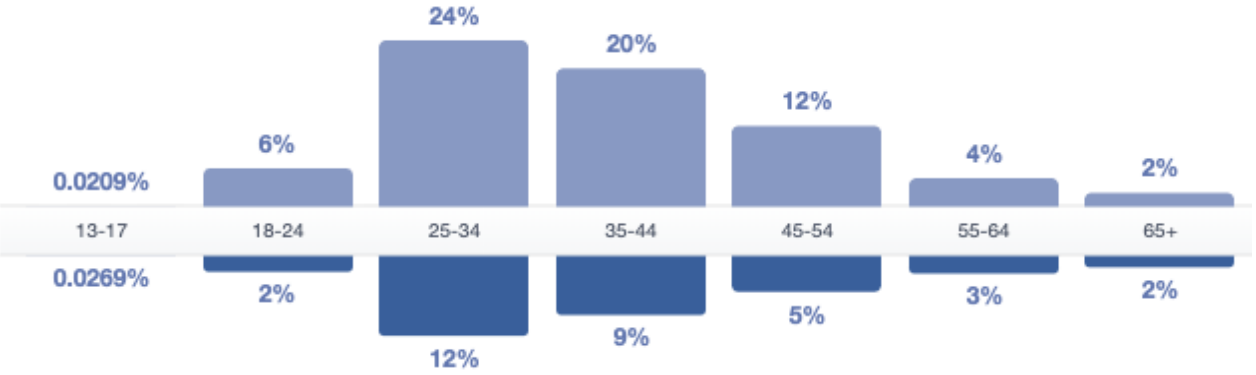
Facebook - last 28 days

Women

67%  
Your followers

Men

32%  
Your followers



Country	Your followers
United Kingdom	26,004
United States of America	423
Bangladesh	403
Ireland	316
Egypt	307

City	Your followers
London, England	2,138
Manchester, England	780
Glasgow, Scotland	551
Birmingham, England	455
Edinburgh, Scotland	450

*Prime time for posting - 9am - 1pm*





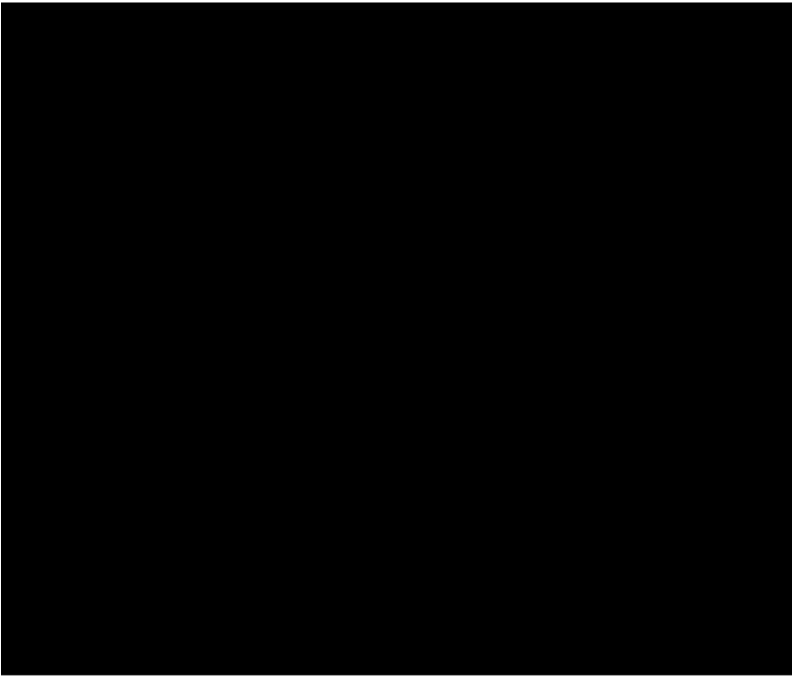



Top FB Post of the Month

Facebook - last 28 days





**OU Students Association**  
 Published by Heather Bloomer [?] · 2 June at 14:43 · 🌐

Type	Average Reach	Average Engagement
Video	3,377	180 32
Photo	3,043	56 32
Status	2,745	19 6
Link	2,145	42 34




**Get more likes, comments and shares**  
 When you boost this post, you'll show it to more people.

**5,949** People reached      **477** Engagements      [Boost Post](#)



 132      6 Comments 9 shares

# CONFERENCE

#OUSTUDENTS20



Edit profile

**OU Students** ✓

@OUstudents

The Open University Students Association exists to serve the interests of [#OUstudents](#) and ensure that the student voice is heard throughout the University.

📅 Joined June 2009

1,755 Following 26.6K Followers

Tweets

Tweets & replies

Media

Likes

# Twitter



## Twitter - January - May 2020

**1,820  
mentions**

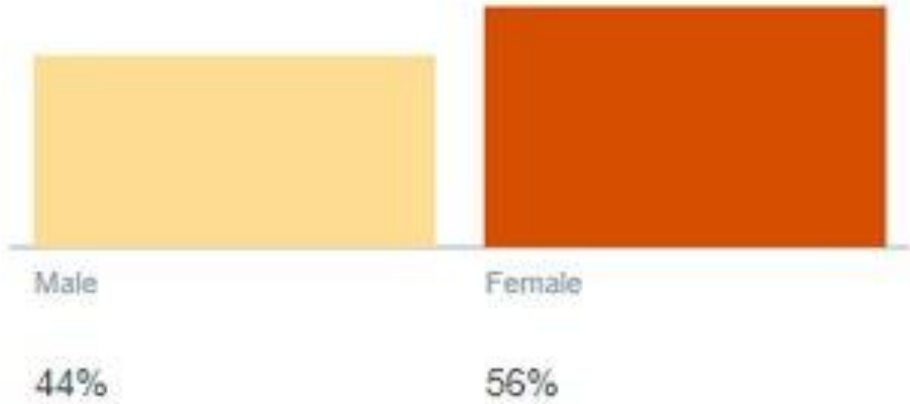
**9,136 profile  
visits**

**801 new  
followers**

**212 tweets**



**76%**  
LIVE IN THE UK



**OU Students** @OUstudents · Jan 1  
Happy New Year #OUstudents! 🎉 What are your goals for 2020?



0:05 3.5K views  
23 20 176

Twitter - 90-day period

<p><b>OU Students</b> @OUstudents · Jan 1 Happy New Year #OUstudents! 🎉 What are your goals for 2020? <a href="https://pic.twitter.com/2MQgXQs8yx">pic.twitter.com/2MQgXQs8yx</a></p> <p>View Tweet activity</p>	16,990	342	2.0%	Promote
<p><b>OU Students</b> @OUstudents · Mar 8 At the #OUstudents Association, we've got a history of incredible women leading the way. From our first President, Millie Marsland, to all of the women in the student leadership and staff teams, our volunteers and the OU student community since - thank you. #IWD2020 <a href="https://pic.twitter.com/IRmqgb74A4">pic.twitter.com/IRmqgb74A4</a></p> <p>View Tweet activity</p>	13,804	164	1.2%	Promote
<p><b>OU Students</b> @OUstudents · Mar 9 ? Not sure what role to stand for? ? Want to chat about campaigning? ? Have a question about the nomination process?</p> <p>Join us at 7pm this evening on Adobe Connect to chat all things #OUstudents elections: <a href="https://learn1.open.ac.uk/mod/connecthos...">learn1.open.ac.uk/mod/connecthos...</a> <a href="https://pic.twitter.com/aJkE0wSK2k">pic.twitter.com/aJkE0wSK2k</a></p> <p>View Tweet activity</p>	11,123	46	0.4%	Promote
<p><b>OU Students</b> @OUstudents · Jan 28 Where are you studying? On the bus, in the library, down the pub, at a desk? 📚</p> <p>Send us a photo of your study space below and you could be one of five lucky entrants that will receive either an OU hoodie or a backpack! 🎒 #new2OU #OUfreshers2020 <a href="https://pic.twitter.com/97ueJcZbKx">pic.twitter.com/97ueJcZbKx</a></p> <p>View Tweet activity</p>	10,268	334	3.3%	Promote



**OU Students  
Association**

PO Box 397  
Walton Hall  
Milton Keynes  
United Kingdom  
MK7 6BE

**Tel +44 (0)1908 652026**

**Contact us at**

 [www.oustudents.com](http://www.oustudents.com)

 [@OUstudents](https://twitter.com/OUstudents)

 [fb.com/OUstudents](https://fb.com/OUstudents)

 [instagram.com/oustudentslive](https://instagram.com/oustudentslive)